



Intel® Pentium® 4 Processor Intel® 845G Chipset

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Sales Guide
for Large-Business Desktops

Great News for Large Business

The Intel® Pentium® 4 processor creates a business advantage for IT managers — and a productivity advantage for their mainstream users

Installing the Pentium® 4 processor on every desktop offers your customers a significant business advantage: power for new-generation software to boost user productivity, headroom for IT strategies, long service life and proven Intel quality.

Your Target Customer

IT Managers in Large Business Who:

Want to take advantage of new-generation applications and background processing that demand greater desktop performance

Don't know they can afford Pentium 4 processor performance for their mainstream users

Want to maximize the longevity of their desktop purchases

Want to minimize costly server and network upgrades

Need to strike a balance between price and performance

Require reliability and quality to avoid costly repairs and downtime

Need to reduce time-consuming and expensive qualification cycles

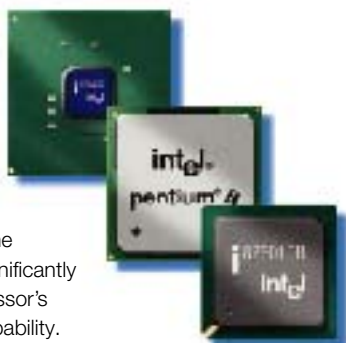


Performance and Stability for the Mainstream

Intel's platform architecture delivers the superior performance and high stability required for today's demanding new client applications and enterprise-wide solutions. The Intel® Pentium® 4 processor with Intel® NetBurst™ microarchitecture delivers unprecedented clock speeds — boosting user productivity and enabling IT managers to optimize solution effectiveness. Supporting this platform is the new Intel® 845G chipset, designed, validated, and optimized for the Pentium 4 processor using proven and established building blocks.

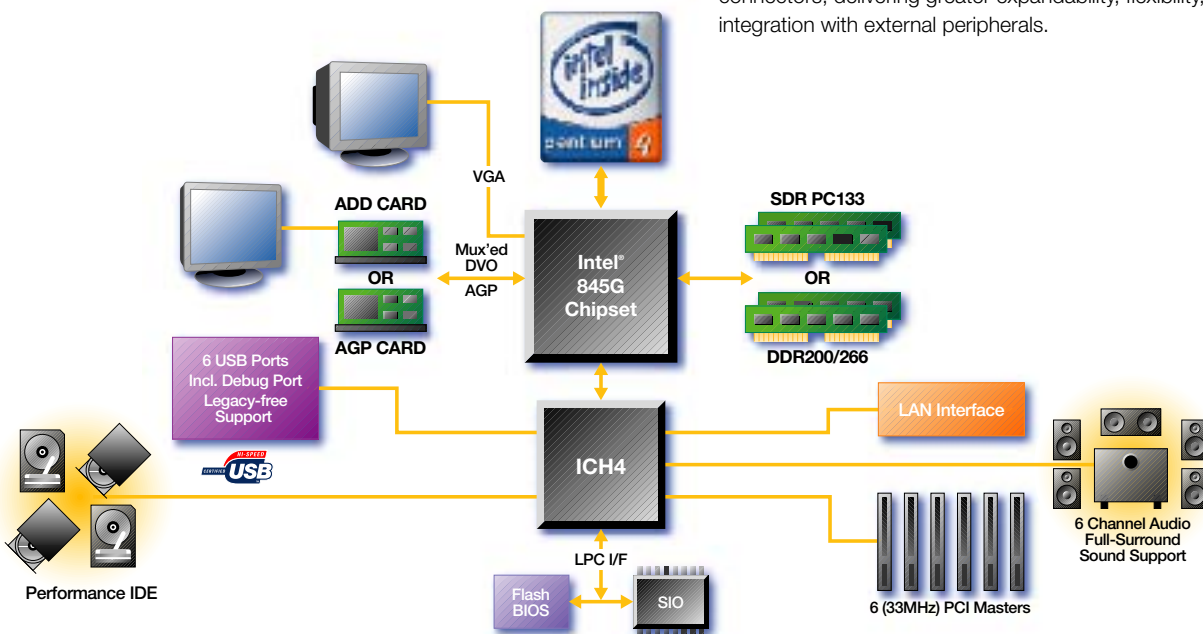
Intel® NetBurst™ Microarchitecture Advantages:

- Innovative Design Achieves More**
 Intel® NetBurst™ microarchitecture's hyper-pipelined technology doubles the pipeline depth to 20 stages, significantly increasing the Pentium 4 processor's performance and frequency capability.
- Optimized Processor Power**
 A 533 MHz system bus, combined with longer pipelines, helps to eliminate bottlenecks for outstanding performance.
- Performance and Power on the Net**
 Its high-bandwidth technology makes NetBurst microarchitecture ideal for advanced Internet business applications. Additionally, direct audio and video pipelines provide a richer e-commerce experience.
- The New Standard Architecture**
 The Pentium 4 processor's NetBurst microarchitecture is designed to scale for years to come, establishing the architectural standard for business desktops and reducing qualification costs as faster processors become available.



Intel® 845G Chipset Advantages:

- Flexible System Memory Solution with DDR266 or PC133 Support**
 Now with DDR memory support, the Intel® 845G chipset provides your enterprise with a high volume DDR solution that delivers both reliability and memory interoperability.
- 533 MHz System Bus**
 A 533 MHz system bus supports the highest CPU frequency and increases system bandwidth for extended platform longevity and greater system responsiveness.
- Intel® Integrated Graphics Architecture**
 With Intel® Extreme Graphics Architecture, the Intel 845G chipset supports the latest APIs, allowing software developers to create real-life environments and characters.
- AGP4X Interface**
 The AGP4X interface continues to provide the most advanced graphics support available, enabling over 1 GBs of graphics bandwidth.
- Intel® SingleDriver™ Technology**
 The Intel® SingleDriver™ Technology supports all three network options, simplifying network connectivity and making deployment easier.
- High-Speed USB 2.0**
 The Intel 845G chipset features six high-speed USB 2.0 connectors, delivering greater expandability, flexibility, and integration with external peripherals.



The Advantage of Performance on Every Desktop

The Intel® Pentium® 4 Processor Position: *Business Advantage*

The Intel® Pentium® 4 processor offers a significant business advantage for IT managers — by providing power for greater user productivity, headroom for IT strategies, long service life and proven Intel quality, available today in configurations for every desktop. The designation of “Advantage” as the business position for the Pentium 4 processor emphasizes the ultimate benefit to large businesses that adopt Pentium 4 processor-based desktop PCs for their mainstream users.

In addition, it opens a selling dialog that goes beyond mere performance comparisons.

Key Selling Messages

Turn the mainstream into more productive power users

The Intel Pentium 4 processor delivers power IT managers can put to work for their mainstream users. Power necessary to run the new generation of productivity, e-Business and collaboration software — software every large business needs to realize the full potential of employees, partners and customers.

Create options for IT strategies

The Pentium 4 processor delivers the headroom every IT manager needs to turn on power-hungry background tasks such as automatic data compression and encryption, letting them balance their networks’ processing and communication loads and increase security — without diminishing their users’ productivity.

Purchase high value and longevity

With its variety of speed and memory configurations and “future-hardened” performance, the Pentium 4 processor maximizes both the near- and long-term value of your customer’s desktop purchases.



Key Selling Messages

Increases Mainstream User Productivity

With a powerful desktop, new-generation software offers excellent productivity gains.

- Internet-aware office applications enable more efficient inter-departmental and business-to-business integration
- Collaboration and peer-to-peer business applications reduce server load, time-to-market and supply chain management costs by allowing workers to share information securely and easily
- Knowledge management applications give mainstream users the power to take advantage of XML data and avoid information overload
- Intelligent agents run automatically in the background, enhancing user productivity by increasing the number of tasks a user can perform in real time

The Intel® Pentium® 4 processor architecture utilizing the Intel® 845G chipset with DDR 266 SDRAM allows applications based on XML and Java* to run faster...

- XML running on a Pentium 4 processor is 137% faster than on an Intel® Pentium® III processor at 1 GHz (as measured by WebMark* 2001†)
- Java* running on a Pentium 4 processor is 89% faster than on a Pentium III processor at 1 GHz (as measured by WebMark* 2001†)

...and it can run multiple applications and background services without detracting from the user experience.

- Multitasking benchmark: 196% faster than the Pentium III processor at 1 GHz (as measured by SYSmark* 2002†)

†See the last page for specific details.

Performance Headroom to Support IT Strategies

Desktop encryption, data compression, and peer-to-peer computing are valuable ways to redistribute and optimize network loads.

- Increased desktop power enables IT to redistribute the processing burden and maximize network performance
- Desktop data compression and decompression reduce network congestion, allowing IT to postpone or avoid costly upgrades of network and server capacity
- Desktops have the power to run background security features, available today in Microsoft* Windows* 2000 & Microsoft* Windows XP*, without hampering users' experience

Greater desktop performance creates options for IT.

- Run more background tasks more easily
- Accommodate future upgrades and applications
- Offload server loads to desktops
- Reduce IT administration and avoid premature replacement costs

Added headroom lets IT managers “switch on” additional background tasks — without affecting their users’ productivity.

- Background processing tasks can include:
 - scanning/virus checking
 - email synchronization/encryption
 - compression/decompression
 - advanced security features (Microsoft* Windows* 2000 & Microsoft* Windows XP*)

- Remote manageability features can be activated without disrupting user experience (Microsoft* Windows* 2000 and Microsoft* Windows XP*)
- Automated error-correction tasks

Longevity Delivers Value for Every Desktop

A selection of clock speeds and memory technologies make the Intel® Pentium® 4 processor affordable now for mainstream users.

- Range of speeds — 1.70 GHz to 2.53 GHz
- Variety of business configurations available from a broad range of PC makers, using the Intel® 845G chipset with choice of DDR 266 or PC133 SDRAM memory technologies

The Pentium 4 processor helps avoid costs of premature replacement.

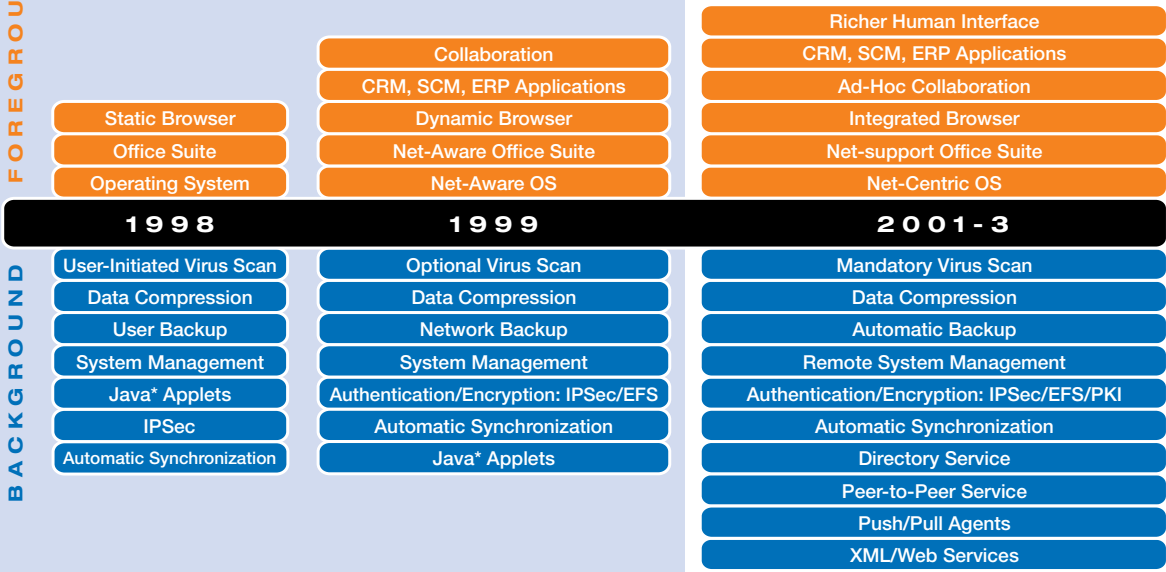
- Accommodates future upgrades and applications, allowing IT to handle tomorrow's software requirements
- Redistributed computing power allows IT to postpone or avoid costly server and network expansion by shifting loads to the client
- Higher-performance processor options within the Pentium 4 processor family extend the longevity of the platform even further

Simplify platform transitions and improve ROI with Intel platform transition guidance.

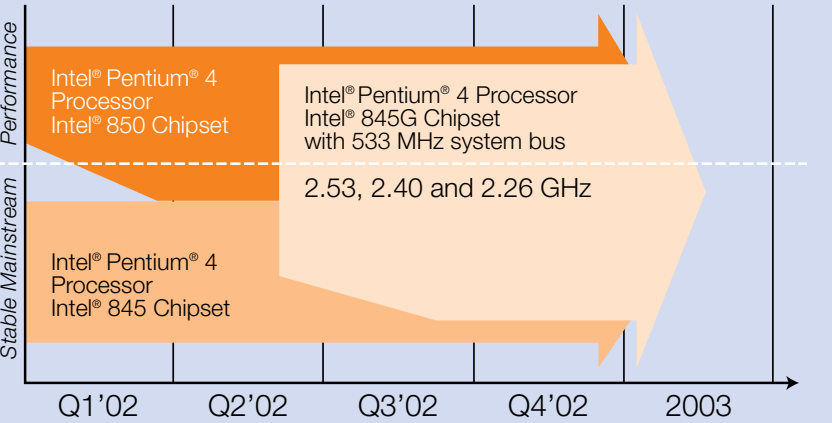
- IT customers can reduce qualification time and prevent out-of-cycle PC purchases by adhering to platform transition guidance provided by Intel and major PC manufacturers
- Intel offers extended availability of 12 months from release date, now on Pentium 4 processor- and Intel 845G chipset-based platforms
- Higher-performance processors — especially those with a 533 MHz bus — extend platform longevity even further to provide headroom for tomorrow's software needs

FOREGROUND
BACKGROUND

The Increasing Client Workload



Intel® Pentium® 4 Processor/Intel® 845G Chipset The Next Stable Platform for Business



Meeting IT's Need for Longevity, Availability and Ease of Deployment

XML, Java* and the Need for Speed

XML is poised to reshape the way companies share and collect data, and client-side Java* is experiencing a resurgence. Together, these language technologies offer large businesses unprecedented opportunities for improving efficiency and productivity.

Using XML, companies can easily and affordably exchange information among different departments, businesses, applications and platforms, automating such transactions as order entry, resource planning, pricing and inventory management.

Java is being used more and more to execute client applications that feature XML data. In response to the rising pressure on companies to streamline supply chains and provide sophisticated services to their customers, large, complex, B2B applications are being developed for client PCs.

To translate these technologies into a competitive business advantage, however, businesses need powerful desktops. With the performance to run XML- and Java-based applications faster, the Intel® Pentium® 4 processor can boost business productivity by giving mainstream users the power to take advantage of data-rich, network-enabled applications.



The Intel Advantage

Intel's industry-leading technology and testing help assure trouble-free computing across your entire installed base of Pentium® processor-based desktops.

Leadership

With extensive research and development resources — Intel Laboratories includes over 75 organizations worldwide, each conducting far-reaching R&D programs — and its longstanding commitment to define and develop the future of business computing, Intel leads the industry in technology innovation.

Intel's wide-ranging involvement with third-party vendors — from PC manufacturers to independent hardware and software developers — enables business customers to choose from a broad variety of innovative, cost-effective solutions, all based on Intel® Architecture.

Quality & Reliability

Intel devotes over 2,500 people and more than \$300 million per year to desktop validation, qualification and compatibility testing, strictly adhering to the most rigorous industry standards for reliability and stability.

By providing deployment guidance and extended platform availability and support, Intel enables companies to establish long-term plans with the confidence of excellent platform performance, quality and availability.



Qualifying Your Customers

These are questions you can ask to help your customers identify their need for the Intel® Pentium® 4 processor in their mainstream desktops.

Q: **“Is price/performance critical in your mainstream desktop purchasing?”**

The new Intel® 845G chipset, with a choice of double data-rate (DDR) 266 or economical PC133 SDRAM memory, allows PC manufacturers to offer excellent performance in affordable business desktop PCs that feature the powerful Pentium® 4 processor. And because they offer greater user productivity, reduced IT costs and longer service life, Pentium 4 processor-based desktops deliver an excellent return on your investment.

Q: **“Do you expect to deploy new-generation software, such as Microsoft® Office XP® and Microsoft® Windows XP®, as well as customer relationship management and supply chain management applications, to your mainstream desktops?”**

The Pentium 4 processor gives you the performance you'll need to run the newest applications — now and in the future.

Q: **“Do you want your desktops to be able to run automated background tasks such as data compression, encryption and error correction?”**

The Pentium 4 processor's outstanding performance and multitasking ability allow you to switch on these and other background tasks — without hurting your users' productivity.

Q: **“Is longevity important to your mainstream desktop purchase strategy?”**

The Pentium 4 processor delivers the performance headroom you need to support growing foreground and background processing demands on your desktops — not just today, but well into the future — giving you long-lasting benefits from your desktop purchases.

Q: **“Do you want to simplify desktop management?”**

The Pentium 4 processor gives desktops the power to run diagnostic and maintenance technologies without IT intervention. Microsoft® Windows XP® and new-generation office applications give your administrators advanced capabilities such as remote installation, intuitive client self-help features, group setup and enterprise-wide remote management.

Q: **“Are quality, reliability and compatibility critical requirements for you?”**

Intel devotes over 2,500 people and more than \$300 million per year to desktop validation, qualification and compatibility testing. The results are proven daily with a huge installed base of Intel processor-based systems.

Answering Customer Objections

The following answers will help you overcome objections that you may encounter in Intel® Pentium® 4 processor sales discussions.

Objection: “My mainstream users don’t need more power.”

- Today, business applications are becoming more complex, and the trend to distributed solution models makes increasing demands on desktop performance. To help assure that you’re achieving maximum longevity and investment protection, and to optimize your users’ productivity levels, mainstream PCs need greater headroom.

Objection: “The Intel Pentium 4 processor is too expensive for my mainstream users.”

- Not any more. Three things make the Pentium 4 processor-based desktop extremely affordable for mainstream users: the Intel® 845G chipset, which supports DDR memory for outstanding price/performance, a variety of clock speeds ranging from 1.70 GHz to 2.53 GHz, and the availability of lower-cost business configurations from a variety of PC manufacturers.

Objection: “Why the Pentium 4 processor? Other platforms on the market deliver comparable performance at lower cost.”

- There are a couple of good reasons. First, the new Intel® NetBurst™ Micro-architecture is designed to scale for years to come, so stability is enhanced and your qualification and transition costs over the coming years are reduced. Second, Intel’s commitment to technology and testing is unmatched — helping to assure trouble-free computing across your entire installed base of Pentium® processor-based desktops. Intel devotes over 2,500 people and more than \$300 million per year to desktop validation, qualification and compatibility testing, and Intel works closely with hardware and software vendors to ensure compatibility and reliability.

Objection: “My mainstream users get everything they need from their Intel® Pentium® III processors.”

- With the Pentium 4 processor, your business can fully realize the benefits of a truly multi-layered, multi-tasked operating environment. Mainstream users can run applications, co-workers can collaborate over the wire, and processes can occur freely in the background. And the Pentium 4 processor’s new Intel NetBurst Micro-architecture is scalable to much higher clock rates, making it the standard for years to come.

Objection: “There aren’t enough applications optimized for the Pentium 4 processor.”

- Today there is a strong commitment to the Pentium 4 processor by software companies. From content creation applications like Adobe* Photoshop* to knowledge management applications such as Enfish* Onespace,* you’re able to choose from a wide range of optimized software titles, and the list is growing rapidly. Even with non-optimized software, the higher speeds and new architecture of the Pentium 4 processor provide a significant performance boost.

Objection: “I’m planning to upgrade in 3-6 months. What’s the rush?”

- Upgrading today provides you with ample headroom to switch on desktop file compression and encryption features that lesser processors can’t handle. Because it will easily accommodate future upgrades and applications, the Pentium 4 processor allows you to maximize service life and helps you avoid the costs of premature replacement. And because the Pentium 4 processor easily accepts the processing burden, it helps you minimize costly server and network expansion.

Intel® Pentium® 4 Processor Advantage Summary

Deploying Intel® Pentium® 4 processor-based desktops today gives IT managers the advantage of optimized business performance. Now, their mainstream users can realize significant productivity gains with new-generation software applications. Business processes can become more efficient, IT support can be simplified, and ever-increasing client workloads can be accommodated well into the future.

All supported by the new standard Intel® NetBurst™ Micro-architecture and proven Intel quality, compatibility and reliability.

For more information: www.intel.com/ebusiness

For OEM sales people: oem.intel.com

†Source: Intel Configuration: Pentium® III processor at 1GHz - Intel® Desktop Board D815EEA2-T, 256MB PC133 CL2 SDRAM, Integrated graphics, Intel® Chipset Software Installation Utility v3.20.1008, Intel® Application Accelerator v1.10, Pentium® 4 processor at 2A GHz, 2.26 GHz, 2.53 GHz - Intel® Desktop Board D845GBV, 256MB PC2100 CL2 DDR266, Intel® Extreme Graphics, Intel 845G beta candidate 11.2 Version 6.13.01.3091 Graphics Driver; Intel® Chipset Software Installation Utility v4.00.1009, Intel® Application Accelerator v2.2.00.2119, All Platforms Intel C & Fortran compilers 5.01 for SPEC; IBM® 30GB ATA-100 DTLA-307030 Hard Drive, DirectX® 8.1, Windows® XP, 100 Mbps Intel Pro/100+ Management PCI LAN Card

Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance.

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Printed in the USA/0602/ID/MP/5K

Order Number: 298462-002

